



USAID | HONDURAS

More Competitive, Market-Oriented Private Enterprises

USAID focus is on economic diversification, especially in rural areas, by promoting structural changes in productivity and marketing. Diversification from basic grains and low-quality coffee to value-added crops and products can provide substantial increases in net income to agricultural producers and processors. The program builds on USAID's experiences to promote non-traditional agriculture exports and improve small producers' access to regional and international markets.

In addition, USAID focuses on providing market information, technology transfer (production, post harvest, and processing) and information on sanitary and phytosanitary standards to micro, small, and medium, enterprises and small farmers, in order to support the development of sustainable, efficient, and affordable business development services. USAID anticipates that there will be substantial replication from the technology transfer and market development efforts and that many producers will enter new product areas after direct USAID assistance has occurred. USAID facilitates increased access to credit by strengthening the network of credit institutions and by using Development Credit Authority funds for loan guarantees for micro, small, and medium enterprises.

